

METHODS OF ASSESSING THE EFFICIENCY OF MARKETING ACTIVITY

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Annotatsiya

In this article, the methods of evaluating the effectiveness of marketing. Activities are highlighted, and a brief scientific information is given to them. The article also reflects the relationship between the main goals of marketing and the main goals of the firm.

В данной статье освещены методы оценки эффективности маркетинговой деятельности и дана краткая научная информация о них. В статье также отражена взаимосвязь между основными целями маркетинга и основными целями компании.

Introduction: In the conditions of today's rapidly developing market economy, with the rapid change of the external environment and the complexity of the market activity of enterprises, business processes, meeting the needs of consumers, improving the quality of service on every front, including constantly monitoring and evaluating the effectiveness of marketing services is important.

Evaluating the effectiveness of marketing in the activities of enterprises has become a difficult task, the impact of the services provided to consumers through the services of the marketing department cannot always be measured, and the results created do not give clear results.

Despite the fact that marketing experts have paid enough attention to the problems of enterprise efficiency and marketing service efficiency, there is still no clearly structured model, method and system of indicators that allows evaluating marketing activity.

Literature analysis: As a result of our research, taking into account the evaluation of the effectiveness of marketing activities, Peter Doyle came to the following conclusion: "Effectiveness connects the results with costs, it is an internal indicator, it is easy to measure if necessary and there is an opportunity to improve it. The concept of efficiency is related to satisfying the needs of consumers and is an external indicator. It is difficult to measure and

takes a long time to implement.

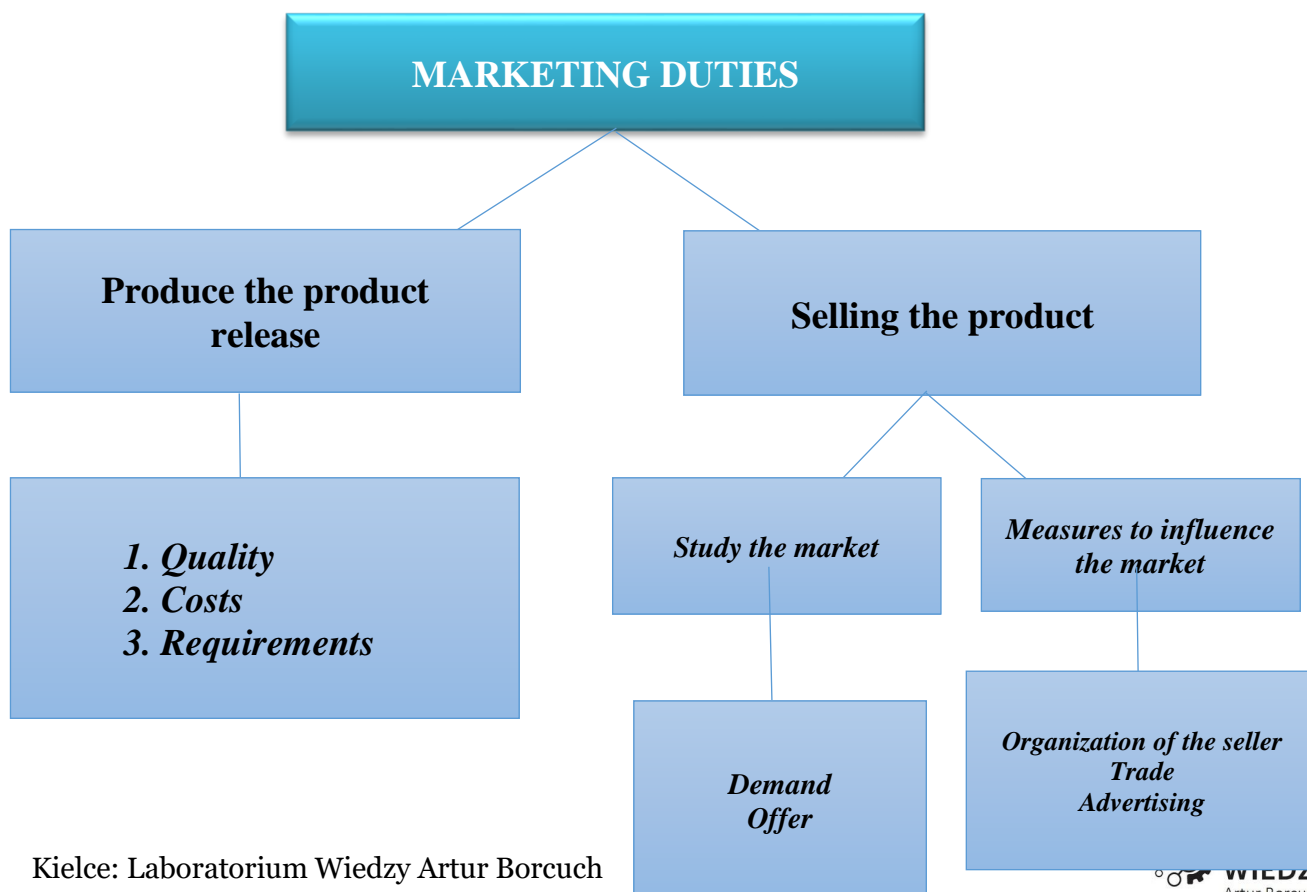
Marketing (English: market - "market", "movement in the market", "activity") is a form of organization and management of the production and sale of goods by the enterprise. The term "marketing" was introduced into use in the 60s of the 19th century by McCovern. Marketing scholar Philip Kotler defines marketing as "the science and art of studying, creating, and delivering value to profitably satisfy existing market needs." "Marketing is managing and meeting demand for goods, services, organizations, territories, and ideas."

Joel Evans, Berman, USA 1987 "Marketing is identifying, predicting and creating consumer needs and wants. It is the process of organizing all the company's resources to satisfy the company and the consumer with the greatest benefit."

American economist Bernie Goodrich, Marketing is the process of creating, communicating, delivering, and exchanging value propositions for customers, clients, partners, and society. Marketing identifies unmet needs and wants. It defines and measures the size of the identified market and profit opportunities.

Simply put, marketing is identifying a gap, problem, or shortage in the market and providing the right solution to it. Every organization, company should use marketing. Marketing is the main cornerstone for the development of businesses.

The purpose of marketing: it is clear from the above points that marketing is not a set of measures aimed at selling products, but it is a much broader concept that covers all aspects of business management. They believe that the goal of marketing is the maximum growth of production and the main factor in the enrichment of the enterprise is the promotion of high consumption. In other words, the more people buy and consume, the happier they are. However, some people doubt the idea that an increase in material wealth is a sign of achieving great happiness. Therefore, the goal of marketing is not only to achieve the maximum possible consumption.



Analysis and results: There are several approaches to the formation of criteria and indicators for evaluating the effectiveness of marketing activities. Some experts consider the concept of marketing management to be the basis of performance evaluation criteria.

Based on the theory of effectiveness of marketing activity, it is analyzed in several ways during the evaluation of the effectiveness of marketing service. As a rule, the concepts of evaluating the effectiveness of marketing activities and the effectiveness of marketing services can be defined as follows: what is the purpose of the evaluation? Who are the results for? where and how to use the results? and others. The concepts mentioned above are close to each other and complement each other. As a result of our studies and studies, the following methods of determining the effectiveness of marketing activities are recommended by scientists and researchers:

Methods of evaluating the effectiveness of marketing activities.

The quality method includes the use of marketing control and audit, during which it is a comprehensive analysis of all threats and opportunities through the results of SWOT analysis of the organization's external environment, as well as its internal environment. Results-oriented marketing control and audit, analysis of the quality aspects of the organization's activities are covered.

The quantitative method of evaluating the effectiveness of marketing activities requires a comparison of the gross profit obtained after marketing expenses with the removal of marketing and advertising expenses, which represent the final financial results of the organization's activities.

The sociological method of evaluating the effectiveness of marketing activities is aimed at using the tools of applied sociology - developing a sociological research program and conducting the research accordingly.

The point method of evaluating the effectiveness of marketing activity allows to determine the effectiveness of an event by assigning a certain point for each criterion, taking into account compliance with the list of criteria, compliance of structures and processes with the marketing concept.

Regression and correlation methods are used to establish relationships between groups of variables describing marketing activity.

Multifactor method, factorial and cluster analysis are used to justify marketing decisions based on many interrelated parameters, for example, determining the sales volume of a new product based on its technical level, price, advertising costs and marketing elements.

The method of statistical theory is used to stochastically describe the reaction of consumers to changes in the market situation.

The main objectives of marketing are interrelated with the main objectives of the firm

Objectives	Indicators
Capture the market new markets	Market share, turnover, product role and importance, coverage of

Profitability	Profit, return on turnover, return on equity, return on equity
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Financial stability	Creditworthiness, liquidity, level of self-financing, capital structure
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Social goals	Job satisfaction, income level and social protection, social integration, personal
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development

Market position and prestige

Independence, image, reaction to political conditions, recognition of society

The main goal of marketing is determined by the objective reasons and necessity of its emergence, formation and development. As mentioned above, marketing was first of all invented and created as a tool to get out of this crisis in the conditions of accumulation of goods, unsold and economic crisis. Its purpose is to solve extremely broad and complex issues. It is to adapt the production to the needs of the customer, achieving the balance of demand and supply, and bringing high profits to the enterprises and organizations that created it. To achieve this, marketing should solve the following important tasks:

- study and determine the needs of buyers (consumers);
- study of internal and external requirements for goods;
- adaptation of the company's activities to the needs of customers;
- first of all, to study the market based on the information about supply and demand;
- organization of advertising of goods, increasing the interest of buyers in buying goods;
- collecting and analyzing data to carry out research of the company that creates or sells the product;
- receiving information about all services in the market;
- collecting information about complementary goods and substitute goods;
- it consists in forecasting the demand for goods and controlling their implementation.

Conclusion: In a broad sense, many marketers consider marketing as a business philosophy, that is, studying the market, price system, predicting and anticipating customer desires, and communicating effectively with them to satisfy consumer needs accordingly. see as profit opportunities for their companies. In conclusion, we can say that marketing is a very interesting field for entrepreneurs. If you know how to evaluate the effectiveness of marketing activities, you can make a good profit and be competitive in the market for a long time. You can achieve more success in your business by improving your knowledge in the field of marketing.

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